

The Senior Manager, Brand Marketing is responsible for supporting brand strategy and owning tactical execution of cross-functional initiatives for the San Francisco 49ers. This position includes, but is not limited to, brand strategy and storytelling, creative development, consumer research, advertising, retail marketing and product licensing, influencer marketing, and local and international multicultural marketing. This position supports both the 49ers and non-NFL events, as needed. The ideal candidate is able to handle multiple projects at one time, while ensuring overall objectives are being met.

**Responsibilities and Duties:**

- Assists Director, Brand Marketing in shaping the overarching 49ers brand strategy and marketing campaign development.
- Owns various tactics from conceptualization to execution while managing brand, timelines and respective budgets.
- Measures and reports on marketing campaign performance and evaluates against KPIs and ROI.
- Collaborates with Business Strategy & Analytics on fan and in-market consumer research to develop valuable insights for building out strategic marketing plans.
- Manages the review and approval of 49ers brand usage to ensure adherence to brand standards, terminology and messaging consistency.
- Manages advertising for 49ers and non-NFL events; builds advertising plans, places media buys, negotiates trade, manages creative production and trafficking, and completes post-performance recaps.
- Manages retail marketing and consumer product licensing with the NFL and 3rd party vendors.
- Develops local multicultural and international marketing plans based off league and agency insights and meets with key internal stakeholders (Digital/Social, Production, Partnerships) to outline and track against deliverables.
- Manages influencer marketing programming, including the management of existing influencer relationships and identification of new influencers with a special focus on Gen Z.
- Manages gameday marketing plans and deliverables for NFL themes/activations (Salute to Service, Crucial Catch, etc.)
- Manages and tracks Marketing expenses against budgets.
- Manages relationships and partnerships with vendors, agencies, etc.
- Continuously has a pulse on current market trends and ideates engaging opportunities for brand exposure and fan engagement.

**Required Abilities and Skills:**

- Eye for design and ability to assess creative and provide clear direction.
- Organizational skills with the ability to manage time effectively, while balancing and prioritizing multiple or competing tasks.
- Understands the most effective and efficient way to accomplish tasks within the parameters of organizational hierarchy, processes, systems, timelines, and budget.
- Ability to use logic and reasoning to evaluate information to determine how it should be best interpreted.
- Ability to initiate, design, plan, execute, monitor and evaluate outcomes of a project or initiative.
- Demonstrates ability to effectively build a network of contacts at all levels within the industry and in the community, both internally and externally.
- Communicates orally and in writing in a clear, concise and impartial manner.
- Encourages open communication and builds consensus. Uses tact and discretion in dealing with sensitive information, and keeps stakeholders informed of decisions and directives as appropriate.
- Fosters a collaborative approach across the department and organization.

**Education and Experience:**

- Bachelor's degree or equivalent degree and at least 5-7 years' relevant work experience; or an equivalent combination of education and experience.
- Experience with Microsoft Suite including Excel, Outlook, PowerPoint & Word.
- Experience with media buying direct or via agency required.
- Sports experience a plus.
- Multicultural marketing experience a plus.
- Influencer marketing experience a plus.